

Subject: Re: Follow up to LA DTR - South Park BID Meeting

Date: Monday, November 23, 2015 11:04:19 AM Pacific Standard Time

From: Stephen Day

To: Laura Hill

CC: Scott Meisse

Hey Laura,

I hope you had a great weekend.

Scott will get the Ferroconcrete/ LA Downtowner info to you by this afternoon, thank you for including us in the newsletter—so cool!

As for the flyers, I just sent over enough to distribute to the management at these thirteen residencies that were outlined on South Park BID's business directory. I wasn't aware that there were 70 buildings that you would distribute to - are they all residential, or some business too? We certainly don't expect you to cover printing costs or anything either, so my apologies for the miscommunication.

South Park Residencies for flyer drop-off:

717 Olympic

Apex

Avant

City Lights on Fig

Concerto Lofts

Elleven Lofts

Evo Lofts

Flower St Lofts

Grand Lofts

Hubbard Arms Apartments

Luma Lofts

Packard Lofts

Villa Flores

Steve Day

Outreach + Development

www.ladowntowner.com

c: 254 / 433 / 0191

o: 213 / 741 / 1378



On Nov 20, 2015, at 5:36 PM, Laura Hill <laura@southpark.la> wrote:

Hi Scott and Stephen,

Hope you are well! Our newsletter will go out on 11/30 at 9AM, and we will need to have a draft finalized by 11/24 at 5PM. Are you able to send a brief description/photo before then so that we can include the Downtowner/FerroConcrete in our next e-blast?

Also, Stephen – I see a few flyers in my office, which we placed in our lobby. Just to be clear, we are more than happy to cover the labor to distribute your one-pager (this is a free service that the BID offers its businesses), but unfortunately will not be able to cover the printing fees of the flyers. We can distribute to up to 70 buildings and can drop off flyers at each — just let us know how many you would like us to leave. If you would like us to target just our residential buildings, then I recommend you bring at least 100 copies. Most people drop off ~100 - ~300

flyers.

Thanks very much! Glad we can help to get the word out about my favorite local publication! Hope you both have great weekends.

Best,
LH

Laura Hill
Communications and Policy Manager

<3D339B85-199A-418C-A8FF-06A88821F551[29].png>South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425
Check out our new website: www.southpark.la
fb.com/southparklosangeles | @southparkla
24/7 DISPATCH: 866-560-9346

From: Scott Meisse <scott@ferroconcrete.com>
Date: Wednesday, November 11, 2015 6:08 PM
To: Laura Hill <laura@southpark.la>
Cc: Stephen Day <stephen@ladowntowner.com>
Subject: Re: Follow up to LA DTR - South Park BID Meeting

Hi Laura,

Thank you so much!

I'll send over the elements for the **business directory + Newsletter** feature for you tomorrow.

Thanks also for the **SP apartment/condo listings**, those will be a huge help in getting the paper to huge amount of new residents who may be unfamiliar w/ DT!

For **Small Business Saturday**, we can certainly promote the event on social media. Let me know if there's any budget to do an email blast or LADTR custom map for the event as well. If not, we'll still shout about it as best we can.

Yes, we'll definitely do the **survey**!

It is certainly possible to have the **Green Carpet** event in our print and online calendar. Send me details as they become available. Let me know if there's any promotional budget, that one might best served w/ an ad. Otherwise, we're happy to push through social media too.

Happy to go the BID meeting, looking forward to meeting you!

-Scott

Scott Meisse
Managing Editor
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<image001.gif>

[facebook](#) / [twitter](#) / [instagram](#)

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Brand & Design Director

<FC_logo_email.jpg>

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From: Laura Hill <laura@southpark.la>
Subject: Re: Follow up to LA DTR - South Park BID Meeting
Date: November 11, 2015 at 12:56:38 PM PST
To: Stephen Day <stephen@ladowntowner.com>

Stephen,

Thank you so much for the follow up – I had been meaning to touch base and it got lost in the shuffle of my to-dos. Apologies in advance for this crazy long email.

Please send photos and text for the LA Downtowner and Ferroconcrete and we will create business directory listings for each. I will share the links with you afterward they are posted. Note that you can add as much or as little information as you like!

Once you are officially listed in our business directory, we will give you a feature in our next newsletter. **Please send over a quick paragraph on either the Downtowner or FerroConcrete, plus a high resolution photo**, and we will add you to the newsletter blast scheduled for 11/30. This could be just a few sentences on what you offer, how you are a community asset, etc. - whatever works best to "sell" your business.

You are more than welcome to drop off issues of the Downtowner at the SP apartment and condo buildings. We will let you know if we hear any grumblings, but I bet people will be pleased. How can we help with this? Do you simply need a list of all apartments & condos?

Condos: <http://southpark.la/listing-category/for-sale/>

Apartments: <http://southpark.la/listing-category/for-rent/>

Also, it may be too late to organize something, but South Park is bringing together its lesser-known businesses for **Small Business Saturday**, taking place on 11/28. We are trying to get creative with what we can do on short notice — perhaps engage ~10 small businesses and create a way-finding map so that folks can stop by each of them. Downtowner's mission aligns well with that of SMS' -- bringing to life the businesses that may get overlooked otherwise — is there anything the Downtowner could do to give a shout out about the day and/or a few of the selected South Park businesses?

Could you complete this [survey](http://bit.ly/1MXogy4) for Downtowner and Ferroconcrete (or pass it on to FerroC.)? It would be a huge help to us in our effort to consolidate information about our businesses. <http://bit.ly/1MXogy4>

Let's chat more about Green Carpets – we have 4 scheduled for 2016 January through April. Hammering out the details still, but how could Downtowner help? Could you list the event in the print edition of the paper? That would be really neat. Didn't even think that could have been a possibility!

Finally, save the date for our annual meeting on 12/9, 5:30-6:30PM! I would love for you to meet the whole BID team and hear all the great things we have planned for 2016. Would also be a good time to meet our business owners, residents, etc: <http://southpark.la/event/spbid-annual-meeting/>

Best,
LH

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